BULLETIN FROM

The New York Office 405 East 54th Street, New York

Vol. III October 1, 1935 No.19

MUST BOOKS

October 3

Nicolson, Harold DWIGHT MORROW Harcourt, Brace

** Harold Nicolson, perhaps, leads the ranks of biographers, today, and his own well-rounded experience in diplomacy is an added factor in an equipment admirably adapted to the task of writing a biography of a man who, in too brief a span of years, had come to symbolize the best in American political, business and diplomatic life. This is frankly a laudatory biography, but one feels on finishing it, that no other kind of biography could be written of Dwight Morrow. Sufficient emphasis is placed on the facts of his full career, but the impression that survives is one of the man himself, as an individual, a personality, a power. Undoubtedly, in leading business circles, this will prove one of the outstanding biographies of the fall season, carrying through the holiday season. $3.75

October 22

Kaye-Smith, Sheila SELINA Harper

* Single starred not because of lack of quality, but because in content this belongs with the charming volume, Summer Holiday, rather than with the novels. Reminiscences of a childhood, poignantly and vividly recapturing the sorrows and joys of the years between seven and nine. Choose your customers among those who liked the other book - those who enjoy the Lagerlof Marbacka books. The market is limited - but the Kaye-Smith fans will probably want it. $2.50

November 5

Barnes, Margaret Ayer EDNA, HIS WIFE Houghton,Mifflin

*** Sure to reach top ranks in best seller lists over night. Bracket with Years of Grace and with Within This Present for sales. It has the same appeal in its very humanness, its faithful reflection of a segment of American life. The story of a self-made man, not one of the rough diamonds who made good, but an egocentric, ambitious, facile charmer, who took the rungs of the ladder in his stride, and swept sentiment and vain regrets aside. "Edna, his wife" didn't quite know what it was all about, and trailed him, always something of an annoyance to him, frequently a joke to his friends, rarely finding for herself a niche where she could fit in. Tragedy, yes - but it is happening everywhere - and with too often the same results. A readable tale and certain of popularity. $2.50

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And Two Dark Horses

November 6

John, William M. CIRCUMSTANCE Macmillan

* Watch it. For sheer power and drama and realism, this novel stands heads and shoulders above the average. Not for every reader:- those who want silver linings to their clouds wont like it; those who dodge tragedy, virtually unrelieved, wont like it; those who want sex exalted or forgotten wont like it. It is a story set in a steel and coal city in Pennsylvania. The text is "My faults are those of circumstance." The three characters around whom the story pivots are Kirt Ralston, pillar of society, who sinned in youth with a servant girl, the second main character, with - unknown to Kirt - result in a son, the third figure, With forceful strokes the tragedy of circumstances is driven home, the final curtain dropping on that rare thing, a natural tragedy, Not a waste gesture, not a waste word. There is no wilfully wicked nor mean person in the book. What happens is what must happen. There is throughout an appalling sense of familiarity in the very realness of the telling. An important book - the author has not only a future but a present. $2.50

November 22

Kambun, Gudmundur THE VIRGIN OF SKALHOLT Little, Brown

* This comes nearer to the tempo and the stature of Kristin Lavransdatter than any novel I have read since that memorable book. The period - the 17th century; the setting, Iceland, a strange blend of barbarism and civilization and leanings toward the cultural tenets of the continent. The story of the closing in of tradition and ethical standards, a vise holding lovers apart, is absorbingly interesting in the reading and relentless in the refusal to admit that "quality of mercy" which might have saved the day. In spite of the remoteness of time and place, the story has a liveness of the present, while yet sacrificing nothing of the sense of authenticity. A first rate job of translation - in that one is never conscious of the translator. $2.50

Here Are Our Selections of Good Bets

The new H. W. Freeman, Hester and Her Family (Holt) offers his best candidate for sales since Joseph and His Brethren. The Strange Death of Liberal England by George Dangerfield (Smith & Haas) is a challenging book; Measuring Ethiopia and Flight into Arabia by Carleton L. Coon (Little, Brown) has an immediate interest; The Voyage of the Chelyuskin (Macmillan) presents the tragic and dramatic experience from the angles of the survivors. The Kipling Pageant (Doubleday) should be first rate holiday merchandise. See below for reports.

PROBLEMATICAL BOOKS - Fiction

October 3

Henderson, Robert WHETHER THERE BE KNOWLEDGE Lippincott

Another of these collegiate stories - belonging in the category of Young Gentlemen, Rise and the not so recent Not To Eat, Not For Love and American Hero. How large is your market? This novel of co-educational university life lacks the glibness and facility of the Montross books, and Scott Fitzgerald, and the luridness of Marks. It is, however, a readable and sympathetic presentation of the gradual eye-opening of a boy who realizes that the world is something else again. Some horseplay and collegiate humor together with the sentimental aspects of impetuous youth. $2.50

October 10

Hurston, Zora Neale MULES AND MEN Lippincott

A collection, made by the author, herself a negress (remember her novel last year, Jonah's Gourd Vine?), of negro folk stories and songs. She goes back to Florida after graduating from college, takes down the tales of biblical interpretation, of old Massa and his favorite slave, John (don't confuse with John Henry), of animals, of negro smartness, together with their songs and music. In New Orleans she apprentices herself to several of the hoodoo practitioners, describing her experiences, their methods, and the cases brought to them. Authentic in feeling, plenty of race humor, excellent cross section. Sell to Roark Bradford and Julia Peterkin market. Illustrator - Miguel Covarrubias. $3.00

October 22

Duhamel, Georges THE FORTUNES OF THE PASQUIERS Harper

A blend of fatalism, poetic dreaming, story telling - difficult to identify as a novel, although so classed by the publishers. Written in the first person as the autobiography of a sensitive adolescent, told restrospectively in old age. The family scene is important, with the threads spun by the father, and the years of growing up told through incidents and the boy's reactions. Though there are many fine bits of writing, the story itself fails to grip one. Limited in appeal, I am afraid. Sell to those who like family chronicles. $2.50

October 24

Crownfield, Gertrude CONQUERING KITTY Lippincott

Light fiction and poor light fiction at that. There is nothing more pleasing than some descriptions of southern silverware and gardens. A manipulated plot - a story dripping with sweetness and light. Pass it up. $2.00

October 31

Hart, Elizabeth HUSBAND OF MARY Lippincott

The moderate success of recent novels with Scriptural backgrounds and characters (Mary of Nazareth, for instance) has resulted in several that drew the long bow in the adaptation of fact. This, however, has little or no known fact to go on, but the author has succeeded in establishing a feeling of sincerity, of sound psychological backing, so that one feels "This is the way it might have been. This is the way Joseph would have felt." And it is quite charming, though slight both in substance and length. It could offend no one, in its traditional interpretation of the virgin birth. Limited market - but in certain circles might have a good Christmas gift book sale. $1.00

November 7

Freeman, H. W. HESTER AND HER FAMILY Holt

* Freeman seems to have a faculty for getting under the skin of his rural characters and making them live. Hester is a "natural" - passion is as spontaneous and as readily expressed as hunger in some. And the result - in her family - makes the theme of this story. There is nothing of salacious sexiness - sex simply is,

and that's that. A story of rural England not long before the war - but chiefly the story of Hester, child of nature, with no outward circumstances to give her joy, but with an abundant font of joy within, and a zest for life which found its mate - after several false starts - in a racetrack gambler. The most interesting novel he has done since Joseph and His Brethren. $2.50

November 8

Hansen, Harry, ed. O. HENRY MEMORIAL AWARD PRIZE STORIES OF 1935 Doubleday, Doran

More popular in appeal than most volumes of short stories - and an impressive roster of names:- Kay Boyle, Josephine Johnson, Stephen Benet, Mackinlay Kantor, Dorothy McCleary, Don Marquis, William Saroyan, Thomas Wolfe - together with some newcomers from whom more will be heard. Sale to those who follow these annuals avidly - to all who like anthologies of short stories - to writing classes. $2.50

Wheatley, Dennis THE EUNUCH OF STAMBOUL Little, Brown

The author reveals, in this novel, unexpected ability as a spinner of tales. Discount his past record (Black August - Old Rowley, etc.) - this book is good reading, good adventure, and a vital story of modern Turkey. It's almost virgin territory for adventure background - and he has made the most of it. $2.00

November 13

Ivanov, Vesvold ADVENTURES OF A FAKIR Vanguard

Pre-revolutionary days in Siberia - a picaresque tale which reads like borderline fictionized autobiography, but stretches the credulity over much for sound facts. It has something of a Don Quixote trend, in the fantastic adventures of a youth who set out to become a fakir. Just misses being first rate - but there it is. Perhaps men will find it more interesting than women. $2.50

November 21

Farrell, James T. Trilogy of STUDS LONIGHAN Vanguard

This single volume contains Young Lonighan, The Young Manhood of Studs Lonighan, Judgment Day - unforgettable and searing books, an almost morbidly brilliant concentration on one facet of American life. Check your sales on anyone of the above titles and follow through as it is probable your customer is already "sold" on the idea of reading the others - and hasn't come around to it. In selling to new customers, 'ware your conservatives. It's not Elsie Dinsmore. $3.00

RECOMMENDED MYSTERIES, THRILLERS AND WESTERNS

September 26

Hale, Christopher SMOKE SCREEN Harcourt, Brace

A forest fire serves as screen for successive attacks by a fiend. At times the story seems a bit forced and amateurish, but it gathers momentum and works out as a fair mystery thriller.

October 17

Wells, Carolyn FOR GOODNESS SAKE Lippincott

Fleming Stone on vacation in Long Island is called in on the death of a wealthy bachelor, who had been at odds with his niece. A second death makes it very dark for the girl. A third murder supplies the needed clues. Carolyn Wells continues to sell - her plots aren't bad, but her style is, so evidently that is a minor factor in success of thrillers. $2.00

October 22

Propper, Milton ELECTION BOOTH MURDER Harper

Another writer who does slipshod work - but this seems to be the exception that proves the rule. A better than usual Propper - story of the killing of the reform candidate for the office of District Attorney, Philadelphia. Political and personal scandal play their part. $2.00

November 22

Haycox, Ernest THE SILVER DESERT Doubleday, Doran

Modern Western with the Hollywood element succumbing to the atmosphere of the ranch and the problem of love versus career once again in question. Adventure - romance - properly blended. $2.00

PROBLEMATICAL BOOKS - Non-Fiction

October 1

Brown, Alec (transl.) THE VOYAGE OF THE CHELYUSKIN Macmillan

The men - and women - who shared the fate of the voyage of the "Chelyuskin" in its attempt to navigate the Northwest Passage here bear witness to the experience, from as many sides as there are narrators. Within six miles of what seemed safety and success, a typhoon turned the ice field, and for three months the vessel was carried with the ice floes until the end came. This volume constitutes the official account; it is history in the making, science in the unfolding. But it is more than that. It is a record of human accomplishment - of human power and weakness. There are many superb bits of descriptive and dramatic writing; there are adventures stories, and bits of human drama. Good reading - for fireside adventure - and superb photographic illustrations. $5.00

Jeffers, Robinson SOLSTICE Random House

Almost one might say there is a Jeffers cult - and each new volume from his pen is avidly sought by those who "collect" him. There are some poems in this new volume that should widen that market. There is a long dramatic poem, derived from the close of the Niblung Saga, its theme the self-contradictions and self-frustrations of the "Christian Age". The title poem is a tragic narrative poem - the modern mother turned animal in defense of her children. And a sheaf of shorter poems. Limited, signed edition - 300 copies - $7.50 Trade edition - $2.50

October 2

Maloney, T. J. editor U. S. CAMERA 1935 Morrow

* A photographic book, with a difference. Here is no development of a thesis, no binding thread of purpose. But here is a book that everyone interested in photography in its finest developments must have - granted the possession of the very moderate price of $2.75. This is the first of what is to be an ~~animal~~ annual record of of the best in American photography. All of the leaders in the field are represented, and there are a goodly number of amateurs as well. Beautiful piece of book making, fine reproduction, and superb photography, 192 plates, including some in color. Of special interest is the analysis of timing and exposure, concrete data for the camera enthusiast. Advance rolled up through special promotion, and orders to be allocated to bookshops. Call to attention of all your customers interested in photography - it is a "natural" for that market. $2.75

October 3

Gibson, William J. WILD CAREER Lippincott

The amazing experiences of an Englishman who fought in the imperial Russian army as a motor cycle dispatch rider. Sent to Central Asia on secret service duty, became a bolshevist Commissar, had interviews with Lenin and Trotsky, made an attempt to wipe out the Central Committee, escaped to England, became liaison officer with the Air Ministry, and - after the war - had amazing adventures in commercial ventures in Turkey, Rumania and Georgia. He puts a burden on one's credulity, which makes it poor history and only fair autobiography - but, read as an adventure yarn it ranks with better than average melodrama. $2.50

October 4

Coon, Carleton L. MEASURING ETHIOPIA AND FLIGHT INTO ARABIA Little, Brown

* In view of the present concentration of interest in Ethiopia, this book should be much in demand. It is the first book I have read about that part of the world that leaves a concrete mental picture of the country, towns, and people - and this through a lively personal narrative of a scientific trip which - from the viewpoint of science didn't achieve its purpose, but which did contribute to a closer knowledge of the Ethiopia background and psychology. The last half of the book takes the investigators on to Arabia - and again teems with interest in anecdote and description. Carleton Coon is an ethnologist - a novelist on the side - hence his rare combination of narrative and descriptive talent. $2.50

October 7

Granger, Alfred THE SPIRIT OF VIENNA McBride

I'm afraid the tourist trend toward Vienna is not sufficient - at this season - to give this book the attention it merits. However, it is so much more than a mere guide to Vienna (and its environs) that it should be sold to anyone interested in armchair travelling, as a winter hobby. The first part of the book gives a brief survey of the historical background. The balance is a delightful tour of the city of Vienna, crammed with the sort of human interest material that makes an ideal guide book. Beautifully illustrated. $2.50

October 7

Johnson, James Weldon SAINT PETER RELATES Viking

The title poem is a very small part of a collection of poems by the best known Negro poet - but its fame has spread, through those who read it in the limited edition of 1930 publication, and it rightfully belongs in this careful selection of the poet's selected poems. His last volume of verse, God's Trombones, still sells after eight years. Many of these new poems are definitely keyed to the author's own pride of race; others are lyrics of no racial thesis; a few dialect poems are included. Sell to those who are interested in current poetry - as well as to the educated Negro public. $2.00

October 10

Stokes, Adrian TONIGHT THE BALLET Dutton

An English author writes of the ballet with the enthusiasm of its advocates. But his analysis is not keyed to the uninitiated - it is too technical, too advanced for popular appeal or for use as a handbook. Sell to that limited market of those versed in the finer details. Use the Haskell book for the majority of readers. There is very little personality material. $1.50

October 11

Lloyd, Gladys PUZZLES FOR PARTIES Crowell

A game book, definitely keyed to the demands of groups of people who like paper games, word games, guessing games and all sorts of stunts to keep the crowd entertained when bridge is "out" and conversation languishes. Many old favorites in somewhat modernized form - and many new ideas. $1.00

October 15

Burns, Emile, ed. HANDBOOK OF MARXISM Random House

* A godsend for the inquiring mind interested in Marx, his theories, the Engels' contribution, and the adaptations and realignments up to the present. Carefully culled from the writers and doers, including, in addition to the two above mentioned proponents, others such as Lenin, Stalin, and the Communist International. Sell conjointly with Marxism and Modern Thought by Bukharin, Deborin, Uranovsky, Tiumeniev and others (Harcourt, Brace - $3.00), which is a stimulating and challenging analysis of Marxism in its modern application and development under the communist regime. Call attention, too, to the Modern Library Giant edition of John Strachey's The Coming Struggle For Power (Modern Library - $1.00). The three books interlock in interest, and supplement each other in content and approach. Nobody can afford to ignore the facts today. $3.00

October 17

Ilin, M. MEN AND MOUNTAINS Lippincott

** And here is another book down the same track. A joint selling job might well be down on the three above reported, and this title - special unit promotion and sale. Remember the runaway with The Russian Primer, which introduced many of our American public to the five year plan? Now comes the natural follow through - again a simple, direct and illuminating report on how it is working in the line of actually

reconstructing a country, changing rivers, altering conformation of land, breeding to types and so on. Exciting reading. $2.50

October 18

Smith, Chard Powers ANNALS OF THE POETS Scribner

An oddity - interesting for pick-up reading, but not intended to be read straight through. A book to lend color to a serious course of reading on English poetry. Anecdotes arranged topically - love, hobbies, walking, disease, conceit and vanity, etc. etc. The author sets up his thesis and proceeds to prove his points by selecting what he wants for the purpose. As a source book, to be used with other balancing material, it is excellent. Interesting - in spots. Authoritative - presumably so. Incredible number of poets included. $2.50

October 21

Dangerfield, George THE STRANGE DEATH OF LIBERAL ENGLAND Smith & Haas

** Brilliantly clear, dryly humorous and surprisingly readable, is this lucid, masterly history of political England from 1910 to the outbreak of the war. A parallel book to The Road to War - sell to same market, readers interested in political history from a social point of view, public thought and political reaction in one fabric, England during those years, at a glance. Beginning with the death of King Edward, he proceeds to follow the threads of political intrigue through the pre-war campaign for Home Rule, the activities of the militant suffragettes, the industrial shocks of Trade Unionism. He states as a fact that death of Liberalism - then makes out a clear case of murder and lays the charge on the doorsteps of the House of Lords, the nobility, the Conservative Party and Mr. Asquith and Mr. Bonar Law. He paints the political scene with bold black strokes. He draws lifelike portraits of leading figures. And the result is a book that carries the weight of authority lightly. Definitely a book of permanent value. $3.00

Simmons, Eleanor Booth CATS 11/4 Whittlesey

A handbook on the care of cats - feeding, grooming, points on showing, case histories, something about the different breeds, slight touch on the subject of breeding. Very little material available on subject - so here it is. $2.50

October 22

Maurois, Andre PROPHETS AND POETS Harper

This book is composed of a series of lectures delivered to a French audience. It is a careful analysis of the philosophy offered by contemporary English writers, and their influence on the youth of France. He has chosen as his subjects Kipling with his respect for order; Shaw and Wells with their rejuvenated political idealism; Chesterton who urges the return of the middle ages; Strachey, bitterly realistic in his study of the Victorian figures; Huxley representing realism and abstract intelligence; Lawrence with his powerful efforts to restore the physical to its place; and Katherine Mansfield with her feminine mysticism. Careful study and beautiful appreciation. Read the lecture on Katherine Mansfield for the essential flavor. $3.00

October 22

Scheikevitch, Marie TIME PAST: Memories of Proust and Others Houghton, Mifflin

* A French salon of a passing generation lives again in these delightul literary reminiscences and portraits. Madame Scheikevitch is a Russian - the book opens with a glance back to her childhood in Russia and the steps which brought her to the place she held in artistic and literary Paris. Shrewd, vivid, brilliant, intensely human, these glimpses of the great - and the near great - etch themselves sharply on the mind. Delightful reading, and for those to whom the French scene is a familiar one, an essential book. Much more popular appeal than the Havelock Ellis book, published the same day:- From Rousseau to Proust. Chance for a mutual interchange here - the one book is definitely a study of the work of the men, the other of the men themselves. (See page 315) $3.00

Gide, Andre IF I DIE Random House

There are two things that people should know about this autobiography before purchasing it. One is that it is an emotional history and does not dwell on work, achievement, or any facet of the author's being that does not qualify under the heading of nerves. The other is that Gide was a pervert, who practised reticences in conversation but dwells on its phases with considerable detail here. As a literary story it is disappointing. Appeal? To the morbidly curious, endowed with strong stomachs. To readers of erotica. To those who want an emotional orgy. The average shop away from metropolitan areas will find small call for it. $5.00

October 23

Palmer, Frederick THE MAN WITH A COUNTRY Bobbs-Merrill

A tonic in book form for any person who has lost faith, hope and enthusiasm in the magnificence of the United States. The style is rapid fire. One visualizes the writer as a speaker. He gives a socialized history of the country from pioneer days to the present, mingling with it references to incidents abroad and our reaction to them, as indicating national tendencies. The tone of the book is set by his own nostalgia when away from home. As easy to read as the morning paper - inspirational in tone. Should be a "must book" for every foreigner coming to our shores. $2.50

Aymar, Gordon, editor BIRD FLIGHT Dodd, Mead

One of the most beautiful photograph books of the year. Contains over 175 photographs of numerous species, developing the following steps:- evolution of flight, biology of flight, migration and aerodynamics. Useful from angle of recognition of birds in flight, and crammed with fascinating facts. Sell to those interested in fine photography - and to bird and nature lovers. $3.00

Woodward, Helen THREE FLIGHTS UP Dodd, Mead

Autobiographical material dealing with the childhood of a child of German-Polish-Jewish extraction, her father a working man, perennialy hard up. In spite of the drab, almost sordid background, there is no quarreling with hard lines, rather there is a joyousness, a zest for life, an appreciation of the standards and the discipline and the building of moral fibre in a family facing fearful odds of poverty and lack of opportunity and the language handicap. Mrs. Woodward is one of the leading women in advertising today. $2.50

October 24

King, Clarence MOUNTAINEERING IN THE SIERRA NEVADA Norton

A new edition of a long out of print travel book, published 1871. Why? As a technical book on mountain climbing it is definitely outmoded. As a survey of the country it has been equalled and surpassed. The book is warmly human, pleasing, somewhat exaggerated account of the rambles of a young geologist. Even today his description of Western scenery is vigorous and lovely. Chapters include some early attempts at mountain climbing - Mt. Tyndall, Mt. Shasta, Mt. Whitney, etc. The preface by Francis P. Farquhar, which gives a brief sketch of King's life, might increase the value of the book to American mountain climbers. Limited appeal. Illustrated. $3.50

October 25

Frischauer, Paul BEAUMARCHAIS Viking

* Very entertaining reading, this biography of one of the most picturesque figures in late 18th century France. A commoner, son of a poor watch maker, Beaumarchais in childhood determined to "crash the gate" of the court. And he succeeded. The means he used were clever, sometimes unscrupulous, often subtly indirect - but he achieved his ambition, and was on intimate terms with the great and near great. An extraordinary man, he was courtier, commoner, business man, crook, dramatist, blackmailer - a man of many affairs - an adventurer on many planes. There is always demand for a biography giving a bit of court gossip, intimate pictures of glamorous figures. This should be easy to rent and easy to sell. Illustrated. $3.50

October 28

Anonymous A MAN IN ARMS Messner

The true story of a real soldier - but probably easier to sell as fiction than as biography. Heaven High, Hell Deep caught one phase of the fascination the war held for men; A Man in Arms goes still further, and shows how war made life seem fuller of zest and adventure and variety; a form of madness, but pleasant at that. He served at the Front in the second battle of the Marne, had several intelligence corps assignments, was severely wounded. Highlighting the war experiences are successive affairs with women. Not a great story - but a lively one - and one that the men who share his viewpoint will like to read. $2.00

Beard, Charles A. PRESIDENTS IN AMERICAN HISTORY Messner

A good thing so far as it goes, but gives the impression of a book written to order. Little more extended than "Minute Biographies" - does emphasize the outstanding accomplishment of each president, and clarifies his views. Value to adolescents lies in the brevity that lessens its interest for adults, for whom, presumably, it is primarily intended. Brings order out of the chaos of the average man's chronology of history, and its value lies here rather than in its information. Limited sale - other than ready reference book. $2.00

October 29

Arnold, Thurman W. SYMBOLS OF GOVERNMENT Yale

* "The principles of Washington's Farewell Address are still sources of wisdom when cures for social ills are sought. The methods of Washington's physician however, are no longer studied." - This is the text for the book. Certain questions about living conditions and government are asked - and the author logically follows

through first on one side, then the other, and equally convincing on each. Then he reveals his own position. This results in a manner of writing highly readable, but too subtle for the uninitiated layman. It demands a good educational background. In the search for the right principles of government, economics and law, he denounces fraudulent principles, emphasizing again and again, the importance of taking part in this drama of government. His case is brilliantly presented. A book for man or woman interested in principles and practice of government. $2.50

November 1

Vassos, John & Ruth HUMANITIES Dutton

John Vassos has employed his unusual technique for a series of graphic pictures symbolizing the evils of society today. Modern in manner - modern in matter, both pictures and brief text point out forcefully the failures to come to grips with problems of human welfare and rights. Left wing tendency. $5.00

Damon, S. Foster AMY LOWELL Houghton, Mifflin

Frankly, a disappointing book about a person that was, in herself, a thrillingly dynamic individual. The first third will be of interest to her friends and neighbors, though it is on the whole rather staid and colorless, but it fails to recreate a personality for those who did not know her. The biographical facts are superficial ones; the biographer has not succeeded in giving the intimate human touch. With chapter nine the book begins to be of interest to poetry lovers in general, to lovers of modern poetry in particular - but it is unfortunate that the long introductory section cannot stand on its own merits as it may discourage some who would find the last two thirds rewarding. $5.00

Stuart, Ross & Gerald, John HOME DECORATION Messner

Sloane, decorator, has produced again this year a model house called House of Years. The authors of this book were the creators of this model house, and the shortcomings of the one are apparent in the other:- i.e. a tendency to be somewhat "stunty" - a bit too much "top dressing" for the average taste. One constructive feature of the book is found in the right and wrong illustrations. Another in the workable schemes of rooms. Many people with a certain background of knowledge will find the book helpful. To those with no equipment, it might be inadequate and misleading. $4.00

Cournos, John AUTOBIOGRAPHY Putnam - Minton,Balch

The life of a literary underdog - born in Russia and removed at an early age to Philadelphia where he lived as newsboy, office boy and office cub on the old Record. Childhood typical of many Jewish immigrant children. And his subsequent years seem to be a lugubrious wasting away, eternally yearning for the unattainable. Except that for a space he lived in the shadow of the personalities of Yeats, Pound and others of their group, his life seems singularly uninspiring. Appeal very limited. $3.50

November ~~4~~ 11

Laird, Donald A. MORE ZEST FOR LIFE Whittlesey

A self-help book, along lines generally considered outside one's control. Dr. Laird demonstrates convincingly his belief that the cause and the cure lies within, and shows how proper self-analysis and proper self-discipline can be brought

to bear and increase the quota for zest for each one of us. Sound psychology, liberally spiced with instances. $2.50

November 6

Garibaldi, Gen. Guiseppe TOAST TO REBELLION Bobbs-Merrill

The story of the last of the Garibaldi and how he spent his life demonstrating his own sense of responsibility for upholding the name he bore. The Boer War through the World War spanned his fighting history, and in those years he joined whatever war was going, wherever his career as engineer took him. Throughout, his chief forte is his interest in mankind - and he tells his story with pride of tradition, sensitiveness and humor. Limited - men wholly. $3.50

Thomas, Elizabeth Finley LADIES, LOVERS AND OTHER PEOPLE Longmans, Green

Personal reminiscences of a New Haven born woman, who studied art, traveled, and specialized in people through life. Gracefully written, and will appeal to people who like the literary and theatrical memoirs. There is very little that is autobiographical, but a charming personality comes through in her contacts with the people of a glamorous and disappearing world. The human side of the great - such it was her gift to draw out. Bernhardt, Langtry, Bismarck, Anatole France, Einstein, Rodin, Inness, Stavisky - many others. $2.50

November 11

Hathaway, Esse V. PARTNERS IN PROGRESS McGraw Hill ~~Whittlesey~~

The selection of figures for these brief biographies is done with a view to building a panorama of the men and women of all ages who have contributed to civilization, bringing about the improved living conditions of today. Medicine, transportation, communication, human relations - these are the classifications, and the key figures in each field are included. A book of surface implications, for people who want tabloid doses of information. $2.~~00~~ 50

Announcing for November 12

Frazer, Sir James G. THE GOLDEN BOUGH Macmillan

A new issue of the twelve volume edition at half the original price. Unabridged. An important book, the final authority on myths, superstitions, taboos, primitive beliefs. Pre-publication price, $25.00 Post-publication, $30.00

November 12

Bekker, Paul THE CHANGING OPERA Norton

Painstaking, detailed, closely reasoned - not easy reading, as it is pretty technical and heavily Teutonic in style. His thesis is that the human voice is the core and centre of all opera. A thorough-going study of the possibilities of the human voice and how it has controlled the development in any given country, and how this development has differed according to language, temperament, etc. "Caviar to the general" - its market is solely to the musician and opera lover. $3.50

November 19

Addams, Jane MY FRIEND, JULIA LATHROP Macmillan

A book that seems to have been written for private consumption, as the selection of details and facts is keyed to a warm personal interest in the subject, not to the interests of the stranger who might care to read the life of a woman who spent fifty years helping the cause of women's rights and improved social conditions. Mental hygiene was her chief interest. She was a wise and a witty person. With all due credit to Miss Addams, her forte is not biography. Though her intentions are evident and generous. Limited market. $2.00

Lowell, A. Lawrence BIOGRAPHY OF PERCIVAL LOWELL Macmillan

The late president of Harvard University tells the story of the life of his elder brother. Briefly he skims the childhood days, going on to the experiences in Japan, to his diplomatic mission, to his growing keen interest in the life, customs and soul of Japan. His real metier lay in the field of astronomy, and he eventually returned to build an observatory at Flagstaff, where he created a sensation by ascribing the marks revealed on Mars as evidence of the existence of man on the planet. He also prophesied the discovery of a new planet - just where the planet Pluto has been found. Not a very human picture - and of interest chiefly to astronomers. Limited market - Boston and vicinity - scientific field. $3.00

November 22

Jerome, Edward GOVERNMENT AND MONEY Little, Brown

The creation and evolution of money, from the 17th century to date. Clearly written - stresses broad phases. Should be compulsory reading for any banker who has let his background knowledge of "money" grow rusty; and for any layman interested in the subject. $2.50

Morgan, Charles EPITAPH ON GEORGE MOORE Macmillan

An intimate study of Moore's character and peculiarly erratic genius, written by the author of The Fountain. No effort made to produce a rounded biography but simply a brief tribute and sympathetic presentation from new angles. $1.25

November 29

Kipling, Rudyard THE KIPLING PAGEANT Doubleday, Doran

** I don't suppose it would be possible for a compilation and selection of Kipling material to satisfy every Kipling fan, but I will say that this includes a more than generous number of my own favorites, and a very representative choice, showing the author from many sides. One complete novel - The Light That Failed - is included; a large number of stories, the majority from his pre-war books; one or two essays or interviews; and a good many poems. I missed The Maltese Cat but The Brushwood Boy was there. An ideal introduction to the generation growing up, who seem, for the most part, to be missing out on Kipling. A book that every adult who grew up with Kipling - and who does not own the complete set - will find full of nostalgic memories. Sell in both juvenile and general department. Literary Guild for December. It's a good buy. $3.00

These Books Received too late for Inclusion in September Issue

Published

Muller-Freienfels, Richard THE EVOLUTION OF MODERN PSYCHOLOGY Yale

This isn't for the beginner - but for the trained psychologist, and for anyone sincerely interested in the subject and having a sound foundation, this is a tremendously valuable coordinating of the forces and influences and direction of modern psychology. The vocabulary and ideology are fairly technical, but there is much meaty substance for any intelligent reader. The analysis of the different schools of thought - the selection of material of lasting value - the centering in one volume a general survey, makes this valuable reference book. $5.00

de la Mare, Walter EARLY ONE MORNING IN SPRING Macmillan

A mosaic of periods of childhood, surveyed from the far reaches of adult life. There is an explanatory chapter, developing his theme, then every aspect of childhood is presented, in miniature, illustrated by apt quotations from the classics and from English literature, particularly of the 19th century. It is a richly suggestive book, and child psychologists will find it absorbing. No attempt to develop a thesis - simply to present a pattern. Children's own writings - Elizabeth Barrett, Lewis Carroll, Rosetti, Southey, Browning and others - as well as extracts from adult writing. Sixteen full page illustrations. $5.00

Johnson, Martin OVER AFRICAN JUNGLES Harcourt, Brace

Account of an airplane trip of 60,000 miles over jungles. Boys had gone weeks ahead to prepare camps and landing fields. Photographs made from the planes made possible many hitherto unattainable pictures. The film Baboona was made on this trip. The Johnsons went again among the pygmy tribes. Good animal material, of the Frank Buck genre. Entertaining reading. $3.75

Collins, Alan C. editor THE STORY OF AMERICA IN PICTURES Doubleday, Doran

Photographs, reproductions of old prints and famous paintings, captions that make a running commentary of American history - such is this graphic representation, a short cut to our historical incidents, chronologically ordered. Introduction by Claude G. Bowers. Literary Guild selection for October. $3.50

Perry, Bliss AND GLADY TEACH Houghton, Mifflin

** Don't know why we slipped up on covering this in advance of publication - but in any case, we don't want to run any risk of responsibility in our subscribers missing what we consider one of the outstanding autobiographies of our times. Bliss Perry represents the best in academic life - he disproves all theories that educators are detached from life. And in his delightful reminiscences of seventy five years, we catch the contagion of a personality, humorous, warmly human, idealistic, sincerely fired with the sense of vocation, understanding. A book with a strong inspirational quality. Stands head and shoulds above the average autobiography in its happy blending of the intimate personal bits, and the philosophical inseeings that make one feel that the author is a personal friend - guide and mentor. A book that will live - and that should appeal not only to the wide circle of his former students and friends, but to mature readers everywhere. $3.00

Note These Changes In Publication Dates and Prices

		Page
Gambrill & Mackenzie	STABLES AND KENNELS (Derrydale) the foreword will be by James W. Appleton, M.F.H. instead of Stewart	221
Grand, G.	COLONEL WEATHERFORD'S YOUNG ENTRY (Derrydale) will be illustrated by Paul Brown - limited 1,350 copies	221
Jennings, P. J.	A BOOK OF TROUT FLIES (Derrydale) correct title. Foreword by Dr. Herman Spieth, Afterword by Eugene V. Connett, 3d; limited to 850 copies, de luxe edition of 25 copies @ $125, 2 volumes, the second to contain a set of flies tied by the author	221
Kirmse, M.	DOGS IN THE FIELD (Derrydale) will have a foreword by John Taintor Foote, limited to 685 copies	221
Chesterton, G. K.	THE SCANDAL OF FATHER BROWN (Dodd, Mead) from 8/21 to 10/2	190
Takeuchi, S. T.	WAR AND DIPLOMACY IN THE JAPANESE EMPIRE (Doubleday) from 10/18 to 11/8	314
Allen, F. L.	LORDS OF CREATION (Harper) from 11/1 to 10/22	304
Babson, R. W.	ACTIONS AND REACTIONS (Harper) from 10/3 to 10/10	287
Bingham, A. M.	INSURGENT AMERICA (Harper) from 10/17 to 10/10	313
Cocks, D.	HELP YOURSELF TO BEAUTY (Harper) from 10/5 to 10/10	267
Crew, H. C. (J)	DAY BEFORE YESTERDAY (Harper) from 9/19 to 10/22	299
Drury, A.	CALIFORNIA (Harper) from 9/19 to 10/22	194
Eckstein, Gustav	KOKUSAI (Harper) from 10/3 to 10/22	265
Hawk, P. B.	STREAMLINE FOR HEALTH (Harper) from 9/5 to 10/10	234
Lewisohn, Ludwig	REBIRTH (Harper) from 11/1 to 10/10	318
Macaulay, Rose	MINOR PLEASURES OF LIE (Harper) from 9/3 to 10/10	320
Nevins, A.	ABRAM S. HEWITT (Harper) from 9/12 to 10/33	285
Price, M. E. (J)	MOTA AND THE MONKEY TREE (Harper) from 10/3 to 10/10	298
Prokosch, F.	ASIATICS (Harper) from 10/3 to 10/22	255
Rogers, Agnes (J)	FLIGHT (Harper) from 9/19 to 10/22	301
Tomlinson, H. M.	MARS HIS IDIOT (Harper) from 10/17 to 10/22	291
Wurdemann, A.	SEVEN DEADLY SINS (Harper) from 10/17 to 10/22	314
Perkins, L. F. (J)	THE CHINESE TWINS (Houghton, Mifflin) correct price $1.75	323
Dawes, C. G.	NOTES AS VICE PRESIDENT (Little, Brown) from 10/4 to 10/18	265
Fay, B.	REVOLUTION AND FREEMASONRY (Little, Brown) from 10/4 to 11/8	266
Sandoz, M.	OLD JULES (Little, Brown) from 10/14 to 10/31	251
Winwar, Frances	THE ROMANTIC REBELS (Little, Brown) from 10/4 to 11/8; from $3.50 to $3.75	287
Cummins, J. H.	FLOWER GARDEN PRIMER (Macmillan) postponed to January/36	239
Hegner, R.	THE PARADE OF THE ANIMAL KINGDOM (Macmillan) from $7.50 to $5.00	289
Hanoteau, J.	WITH NAPOLEON IN RUSSIA (Morrow) postponed indefinitely	303
Furnas, C. C.	UNFINISHED BUSINESS OF SCIENCE (Reynal & Hitchcock) to be Book-of-the-Month - postponed until 1936.	234

THE NEW YORK OFFICE CALENDAR - October 16th to 31st

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October 16	Gollomb, Joseph - UNQUIET (Dodd, Mead)	302
October 17	Ansley, C. F. - THE COLUMBIA ENCYCLOPEDIA (Columbia U. P.)	252
October 18	Colony, H. - FREE FORESTER (Little, Brown)	280
	Lorimer, G. & S. HEART SPECIALIST (Little, Brown)	281
	Van Dine, S. S.- THE GARDEN MURDER CASE (Scribner)	283
October 21	Benefield, B. - VALIANT IS THE WORD FOR CARRIE (Reynal & Hitchcock)	307
	Dangerfield, G.- THE STRANGE DEATH OF LIBERAL ENGLAND (Smith & Haas)	342
	Norris, C. G. - HANDS (Farrar & Rinehart)	276
	Undset, S. - THE LONGEST YEARS (Knopf)	276
October 22	Agar, H. - THE LAND OF THE FREE (Houghton, Mifflin)	315
	Allen, F. L. - LORDS OF CREATION (Harper)	304
	Drury, A. - CALIFORNIA (Harper)	194
	Kaye-Smith, S. - SELINA (Harper)	335
	Prokosch, F. - THE ASIATICS (Harper)	255
	Tomlinson, H. M. - MARS HIS IDIOT (Harper)	291
October 23	Morrow, H. - THE GREAT CAPTAIN (Morrow)	257
	Reed, E. - A MAN FORBID (Morrow)	257
October 24	Lewis, Norman - SPANISH ADVENTURE (Holt)	316
October 25	Frischauer, P. - BEAUMARCHAIS (Viking)	344
	Sinclair, H. - JOURNEY HOME (Hartney)	307
October 28	Walker, Stanley - MRS. ASTOR'S HORSE (Stokes)	303
October 30	Adams, F. P. - DIARY OF OUR OWN SAMUEL PEPYS (Simon & Schuster)	317
	Harding, B. - ROYAL PURPLE (Bobbs-Merrill)	307
	Van de Water, F. F. - HIDDEN WAYS (Bobbs-Merrill)	283
October 31	Sandoz, M. - OLD JULES (Little, Brown)	251

BULLETIN FROM

The New York Office 405 East 54th Street, New York

October 1, 1935

SPECIAL JUVENILE ISSUE

PART ONE

Complete Check List of 1935 Juveniles Reported to Date

Note: The following annotations will help a quick survey. *** MUST BOOKS; **VERY GOOD; * GOOD; o Omit. Titles not carrying any key indications should be checked for original reports (page numbers indicated throughout). In many cases, the shops carrying a wide assortment will find these titles necessary for their stock. The keying of titles is for the use of the shop doing sharply selective buying.

Special Note to Librarians: Recommendations sometimes necessarily bear the stamp of good merchandise, rather than basic quality. Please make allowances for this in checking for your purposes.

For The Picture Book Age

				Page
Aldin, Cecil	*FARMYARD PUPPIES	Oxford	$1.25	322
Baruch, Dorothy W.	oBOBBY GOES RIDING	Lothrop	1.25	97
Brooke, Leslie L.	**JOHNNY CROW'S NEW GARDEN	Warne	1.50	244
Bryan, Dorothy & Marguerite	*THERE WAS TAMMIE!	Dodd, Mead	1.00	181
D'Aulaire, Ingir & Edgar P.	**CHILDREN OF THE NORTHLIGHTS	Viking	2.00	296
Duplaix, Georges	***PEE-GLOO	Harper	2.00	322
Encking, Louise	THE LITTLE GARDENERS	Whitman	1.00	116
Encking, Louise	THE TOY MAKER	Whitman	1.00	116
Evers, Helen & Alf	A LITTLE LAMB	Farrar	.75	270
Flack, Marjorie	**TOPSY	Doubleday	1.00	97
Hogan, Inez	BEAR TWINS	Dutton	1.00	212
Kundhardt, Dorothy	BRAVE MR. BUCKINGHAM	Harcourt	1.00	97
Lenski, Lois	oLITTLE BABY ANN	Oxford	.75	270
Lenski, Lois	*SUGARPLUM HOUSE	Harper	1.00	296
Reid, Lionel	BOBO DEE	Oxford	1.25	270
Woodward, Hildegard	EVERYDAY CHILDREN	Oxford	.75	271

Graduating to Picture-Story-Books

Asch, Sholem	IN THE BEGINNING	Putnam	2.00	270
Barlow, Ruth C.	FUN AT HAPPY ACRES	Crowell	2.00	150
Barrett, Leone	oBUFFIN	Whitman	1.00	295
Baruch, Dorothy W.	**I KNOW A SURPRISE	Lothrop	1.00	244
Credle, Ellis	**ACROSS THE COTTON PATCH	Nelson	1.50	244
de Angeli, Marguerite	TED AND NINA GO TO THE GROCERY STORE	Doubleday	.50	295
Gag, Wanda	**GONE IS GONE	Coward, McCann	1.00	244
Leaf, Munro	ROBERT FRANCIS WEATHERBEE	Stokes	1.00	270
Hawkins, Sheila	ENA-MEENA-MINA-MO & BENJAMIN	Warne	1.00	244

JUVENILE CHECK LIST

Picture Story Books - (cont'd)

				Page
Hickson, Wilma & H. A.	oTHE I-SPY ALPHABET	Morrow	$1.00	244
Mackinstry, Elizabeth	*ALADDIN AND THE WONDERFUL LAMP	Macmillan	1.75	270
Tarrant, Margaret & Dutton, Lewis	JOAN IN FLOWERLAND	Warne	2.00	244

First Steps in Reading

Bacon, Francis A.	*TURKEY TALE	Oxford	.75	271
Bennett, Richard	*SKOOKUM AND SANDY	Doubleday	1.00	295
Birney, Hoffman	AY-CHEE	Penn	2.00	295
Bonner, Mary G.	oADVENTURES IN MUDDLE PUDDLE	Dutton	2.00	245
Bourgeois, Florence	*BEACHCOMBER BOBBIE	Doubleday	.50	295
Carroll, Ruth & L.	*LUCK OF THE ROLL AND GO	Macmillan	1.75	271
Eldridge, Ethel J.	YEN-FOH	Whitman	1.00	296
Enright, Elizabeth	*KINTU	Farrar	1.50	322
Ets, Marie Hall	***MISTER PENNY	Viking	1.00	245
Flack, Marjorie	UP IN THE AIR	Macmillan	1.75	322
Fyleman, Rose	PICTURE RHYMES FROM FOREIGN LANDS	Stokes	1.00	297
Gauss, M. & C. W.	oBANG OF THE DIAMOND TAIL	Whitman	1.00	296
Hart, Johan	*PICTURE TALES FROM HOLLAND	Stokes	1.25	297
Hills, Verna	HERE COMES PETER	Lothrop	1.50	322
Holberg, Ruth & Richard	*MITTY AND MR. SYRUP	Doubleday	1.00	295
Hurcum, Ambrosina	SOOTY	Whitman	1.00	296
James, Bessie R.	*THE HAPPY ANIMALS OF ATAGAHI	Bobbs-Merrill	2.00	271
Jones, Inis Weed	PEETIE	McBride	1.50	323
Jones, Viola	*PETER AND GRETCHEN OF OLD NUREMBERG	Whitman	2.00	97
Lofting, Hugh	*DOCTOR DOLITTLE'S BIRTHDAY BOOK	Stokes	1.75	297
Milne, A. A.	(***WHEN WE WERE VERY YOUNG (NOW WE ARE SIX (WINNIE-THE-POOH (THE HOUSE AT POOH CORNER	Dutton	1.00 ea.	198
Monckton, Ella	oTHE-GO-TO-BED-BOOK	Warne	1.00	245
Newell, Hope	THE LITTLE OLD WOMAN WHO USED HER HEAD	Nelson	1.00	245
Nura	oNURA'S GARDEN OF BETTY AND BOOTH	Morrow	2.00	197
Orton, Helen Fuller	*DANNY'S COUNTRY STORE	Stokes	1.35	298
Perkins, Lucy Fitch	*THE CHINESE TWINS	Houghton	1.75	323
Petersham, Maud & Miska	*THE STORY BOOK OF EARTH'S TREASURES	Winston	2.50	140
Phillips, Ethel Calvert	oMARTY COMES TO TOWN	Houghton	1.75	245
Pierce, Dorothy Mason	*THE SUSIANNA WINKLE BOOK	Dutton	2.00	212
Power, Effie	BLUE CARAVAN TALES	Dutton	1.50	245
Price, Margaret E.	***MOTA AND THE MONKEY TREE	Harper	1.50	298
Pryor, William C.	THE AIRPLANE BOOK	Harcourt	1.00	97
Ratzesberger, Anna	*CAMEL BELLS	Whitman	2.00	271
Rowe, Nellie M.	oTHE CRYSTAL LOCKET	Whitman	1.50	197
Salt, Harriet	oAUTOMOBILES	Minton, Balch	2.00	298
Tousey, Sanford	**STEAMBOAT BILLY	Doubleday	1.50	197
Turpin, Edna	THREE CIRCUS DAYS	Macmillan	1.00	245
Van Loon, Hendrik W.	**ALPHABET BOOK	Simon & Schuster	1.75	212
Story, Phil	... Houk the Moose	Dru	2.00	296

JUVENILE CHECK LIST

First Steps in Reading (cont'd)

				Page
White, Eliza O.	ANN FRANCES	Houghton	$1.75	197
Williams, Harcourt	TALES FROM EBONY	Putnam	2.50	245
Wratten, Harriet	oJO ANNE LIVES HERE	Whitman	1.50	297
Wriston, Hildreth	DOWNSTREET WITH EDITH	Doubleday	1.50	298

Story Books for the 9 to 12 Year Olds

Aanrud, Hans	**SIDSEL LONGSKIRT AND SOLVE SUNTRAP	Winston	2.00	246
Bertelli, Luigi	oEMPEROR OF THE ANTS	Crowell	1.75	245
Brink, Carol Ryrie	***CADDIE WOODLAWN	Macmillan	1.75	140
Crew, Helen Coale	*DAY BEFORE YESTERDAY	Harper	2.00	299
Darby, Ada Claire	**KETURAH CAME 'ROUND THE HORN	Stokes	1.75	271
Del Rio, Amelia M.	THE SUN, THE MOON & A RABBIT	Sheed	3.00	272
Dyott, George M.	NIP AND TUCK	Viking	1.25	246
Govan, Christine N.	FIVE AT ASHEFIELD	Houghton	2.00	213
Higgins, Frances L.	*ONCE AT WOODHALL	Harper	1.75	272
Hogner, Dorothy C.	NAVAJO WINTER NIGHTS	Nelson	1.50	246
Hunt, Mabel L.	*THE BOY WHO HAD NO BIRTHDAY	Stokes	1.75	272
Lynch, Patricia	THE TURF CUTTERS DONKEY	Dutton	2.00	212
Mabry, Caroline	oOVER THE CASTLE WALLS	Whitman	1.00	212
Medary, Marjorie	**TOP GALLANT	Smith & Haas	1.50	323
Moon, Grace	*SHANTY ANN	Stokes	2.00	272
Morris, Rhoda	SUSAN AND ARABELLA	Little, Brown	1.75	297
Nesbit, E.	THE WONDERFUL GARDEN	Coward, McCann	1.75	297
Purnell, Idelia	PEDRO THE POTTER	Nelson	1.50	246
Rankin, Carroll W.	THE STUMP VILLAGE	Holt	1.75	324
Sayers, Frances C.	*MR. TIDY PAWS	Viking	1.50	298
Scott, Lena B.	*DAWN BOY OF THE PUEBLOS	Winston	2.00	128
Simon, Charlie May	LOST CORNER	Dutton	2.00	247
Sowers, Phyllis Ayer	*CARLOS AND LOLA	Crowell	1.50	247
The Newsboy	JOHN WHOPPER	Longmans,Green	.75	323
Wheeler, Eleanor	*TORY HOUSE MYSTERY	Smith & Haas	1.75	299
Wheelock, Sarah	**THE THREE LITTLE WARRENS	Stokes	1.75	247
White, Robb	*THE NUB	Little, Brown	1.75	299
Wilder, Laura I.	**LITTLE HOUSE ON THE PRAIRIE	Harper	2.00	247
Williams, Ursula M.	KELPIE THE GIPSIES' PONY	Lippincott	2.00	150

Fact Books for the 9 to 12 Year Olds

Christeson, H. M. & F. M.	WILD ANIMAL ACTORS	Whitman	1.00	116
Hamilton, Edwin T.	POPULAR CRAFTS FOR BOYS	Dodd, Mead	3.00	100
Hamilton, Margaret P.	TEACH YOURSELF TO SWIM	Whitman	1.00	299
Hutchinson, Lt.Col. George	THE FLYING FAMILY OF GREENLAND	Crowell	2.00	299
Olcott, Frances J.	OUR WONDERFUL WORLD	Little, Brown	2.50	299
Patch, Edith & Fenton, Carroll Lane	HOLIDAY SHORE	Macmillan	2.00	98
Rogers, Frances & Beard, A.	**HEELS, WHEELS AND WIRE	Stokes	1.75	300
Taylor, Frank J. & Ruth	**OUR U. S. A.	Little, Brown	3.50	245
Thorndike, E. L.	***THORNDIKE CENTURY DICTIONARY	Appleton	2.00	116

JUVENILE CHECK LIST

For the 12 to 15 Year Olds - FICTION

				Page
Adams, Katherine	*STORK'S NEST	Macmillan	$1.75	117
Bacon, Josephine D.	THE ROOM ON THE ROOF	Appleton	2.00	98
Barbour, Ralph H.	FIVE POINTS OF SERVICE	Appleton	2.00	98
Barbour, Ralph H.	THE GLENDALE FIVE	Farrar	1.75	272
Bowes-Lyon, Sarah	HARUM SCARUM	Dutton	3.00	99
Colum, Padraic	THE LEGEND OF SAINT COLUMBA	Macmillan	2.25	323
Crownfield, Gertrude	*TRAITOR'S TORCH	Lippincott	2.00	150
Erskine, Laurie York	RENFREW RIDES RANGE	Appleton	2.00	99
Hadath, Gunby	MYSTERY AT THREE CHIMNEYS	Stokes	1.75	247
Haines, Donal H.	*SPORTING CHANCE	Farrar	1.75	247
Haskell, Helen E.	PEGGY KEEPS HOUSE	Dutton	2.00	99
Hess, Fjeril	THE HOUSE OF MANY TONGUES	Macmillan	2.00	272
Hinkle, Thomas	HURRICANE PINTO	Morrow	2.00	181
Hollister, Mary B.	*RIVER CHILDREN	Dodd, Mead	1.75	323
Hubbard, Ralph	*THE WOLF SONG	Doubleday	2.00	273
James, Will	*IN THE SADDLE WITH UNBLE BILL	Scribner	2.00	99
Kelly, Eric P.	THREE SIDES OF AGIOCHOOK	Macmillan	2.00	273
Knox, Rose B.	***PATSY'S PROGRESS	Dodd, Mead	2.00	273
Lindsay, Philip	THE KNIGHTS AT BAY	Loring & Mussey	2.00	117
Mansfield, Norma B.	*BOSS OF THE RAGGED O	Farrar	1.75	247
Meek, Capt. S. P.	*FRANZ	Penn	2.00	273
Morse, Elizabeth	THE WHISTLING SNAKE	Dutton	2.00	247
Newberry, Perry	THE HOUSEBOAT MYSTERY	Stokes	1.75	274
Orvieto, Laur	THE BIRTH OF ROME	Lippincott	2.00	248
Ransome, Arthur	**COOT CLUB	Lippincott	2.00	248
Scholz, Jackson	*SPLIT SECONDS	Morrow	1.25	248
Sperry, Armstrong	**ALL SAIL SET	Winston	2.00	248
Thompson, Wolfe	*MOCCASINS ON THE TRAIL	Longmans, Green	2.00	248
Webster, Kitchell, Jr.	PASS IN REVIEW	Bobbs-Merrill	2.00	99
Wilwerding, Walter J.	JANGWA	Macmillan	1.75	99
Yeager, Dorr G.	SCARFACE	Penn	2.00	274

Fact Books for the 12 to 15 Year Olds

Atkinson, Agnes A.	BLINKY	Viking	1.50	274
Barbour, Ralph H. & Sarra, L.	HOW TO PLAY BETTER BASEBALL	Appleton	1.50	99
Driggs, Howard R.	THE PONY EXPRESS GOES THROUGH	Stokes	2.50	248
Hawthorne, Hildegarde	*YOUTH'S CAPTAIN	Longmans, Green	2.00	248
Horn, Stanley F.	*THE BOYS' LIFE OF ROBERT E. LEE	Harper	2.00	100
Housman, Louise & Koehler, Edward, T.	FOOTLIGHTS UP!	Harper	1.75	98
Hylander, C. J.	AMERICAN SCIENTISTS	Macmillan	2.00	117
Logie, Iona M. R.	CAREERS IN THE MAKING	Harper	1.50	100
Quennell, Marjorie & C.H.B.	*A HISTORY OF EVERYDAY THINGS IN ENGLAND - THE AGE OF PRODUCTION 1851-1934	Scribners	2.50	100
Rutledge, Archibald	WILD LIFE OF THE SOUTH	Stokes	1.75	274
Sevareid, Arnold E.	CANOEING WITH THE CREE	Macmillan	1.75	100
Webster, Hanson H.	THE WORLD'S MESSENGERS	Houghton	2.00	98
Wilhelm, Donald	THE STORY OF IRON AND STEEL	Harper	1.25	117

JUVENILE CHECK LIST

Fifteen and Up - FICTION

				Page
Baker, Nina B.	THE RANEE'S RUBY	Lothrop	$1.25	300
Barbour, Ralph H.	ADVENTURE	Farrar	1.75	198
Chase, Josephine	BLUE SHADOW MYSTERY	Penn	.50	324
Crump, Irving	oOG OF THE CAVE PEOPLE	Dodd, Mead	2.00	324
Dean, Graham M.	BOB GORDON, CUB REPORTER	Doubleday	2.00	324
Dubois, Theodora	*DIANA'S FEATHERS	Houghton	2.00	198
Dulles, Foster R.	HARPOON	Houghton	2.00	198
Ellsberg, Commander Edward	*OCEAN GOLD	Dodd, Mead	2.00	213
Fayerweather, Margaret D.	*ANNE AT WORK	McBride	2.00	300
Fleming, Waldo	THE LOST CARAVAN	Doubleday	2.00	199
Fox, Genevieve	*LONA OF HOLLYBUSH CREEK	Little, Brown	2.00	300
Harper, Theodore A.	RED SKY	Viking	2.00	324
Hunter, John	THE WHITE PHANTOM	Smith & Haas	2.00	181
Kent, Louise A.	*HE WENT WITH MARCO POLO	Houghton	2.00	198
Lee, Laurance	THE SNAKE GOD'S TREASURE	McBride	1.75	300
Mirza, Youel B.	THE YOUNG TENTMAKER	Lothrop	2.00	324
Nance, Nancy	GIRL SCOUTS IN THE OZARKS	Knopf	1.75	325
Patton, Don	oTHE BUNCH QUITTER	Macrae Smith	2.00	325
Pease, Howard	WIND IN THE RIGGING	Doubleday	2.00	140
Price, Edith B.	LUBBER'S LUCK	Little, Brown	2.00	301
Stackpole, E. A.	MADAGASCAR JACK	Morrow	2.00	213
Strong, L. A. G.	FORTNIGHT SOUTH OF SKYE	Loring & Mussey	1.75	325
Strong, P. N.	*THREE PLEBES AT WEST POINT	Little, Brown	1.75	301
Tooker, Richard	oINLAND DEEP	Penn	1.00	325
Wirt, Mildred A.	SKY RACERS	Penn	.50	325
Yeager, Dorr G.	BOB FLAME	Dodd, Mead	2.00	325

Fifteen and Up - NON-FICTION

Chaffee, Allen	HEROES OF THE SHOALS	Holt	2.00	326
Floherty, John J.	GUARDSMEN OF THE COAST	Doubleday	2.00	182
Floherty, John J.	*MOVIEMAKERS	Doubleday	2.00	326
Frost, Edwin B.	LET'S LOOK AT THE STARS	Houghton	1.75	326
Gray, Elizabeth J.	*YOUNG WALTER SCOTT	Viking	2.00	199
Kiyooka, Chiyono Sugimoto	CHIYO'S RETURN	Doubleday	2.00	182
Morgan, Alfred	FIRST ELECTRICAL BOOK	Scribner	2.50	301
Reck, Franklin M.	*AUTOMOBILES FROM START TO FINISH	Crowell	2.00	326
Rogers, Agnes	*FLIGHT	Harper	2.00	301
Sanford, A. E. -editor	NEW PLAYS FOR CHRISTMAS	Dodd, Mead	2.00	326
Schauffler, Robert H. ed.	JUNIOR POETRY CURE	Dodd, Mead	2.00	326
Sickels, Eleanor M.	*IN CALICO AND CRINOLINE	Viking	2.50	182
Verrill, A. Hyatt	BEFORE THE CONQUERORS	Dodd, Mead	2.00	199

Books for Use by Teachers and Parents

Doyle, Helen MacKnight	A CHILD WENT FORTH	Gotham House	3.00	129
Young, W.P. & Gardner, H.J.	GAMES & STUNTS FOR ALL OCCASIONS	Lippincott	1.00	301
Ficklen, Bessie Alexander	HANDFUL OF FIST PUPPETS	Stokes	2.00	117
Hill, Helen & Maxwell, V.	THE SAINTONS GO TO BETHLEHEM	Macmillan	2.00	298
Literature Committee	SUNG UNDER THE SILVER UMBRELLA	Macmillan	2.00	140
Harper, Wilhelmina, ed.	MERRY CHRISTMAS TO YOU!	Dutton	2.00	246
Bailey, Carolyn Sherwin	TELL ME A BIRTHDAY STORY	Stokes	2.00	271
Gordon, Edgar & Curtis, I.	MUSIC FOR YOUTH	Whitman	1.00	116

SPECIAL JUVENILE ISSUE - 1935

PART TWO

For The Picture-Book Age

DeBrunhoff, Jean — BABAR THE KING — Smith & Haas

The Babar books have established a clientele all their own. This one has enchanting pictures, of course, but an absurd text. (October) $3.00

Kunhardt, Dorothy — LUCKY MRS. TICKLEFEATHER — Harcourt, Brace

Another nonsense story, but not so simple in content as Junket Is Nice. Mrs. Ticklefeather had a pet puffin and a pet passion, the longing for a sunflower - and when the puffin set out to get the sunflower, trouble began. (Published) $1.25

Maloy, Lois — ARABELLA — Scribner

** Here's one of the nicest picture books of the year. Gay pictures and a story about a merry-go-round horse that wanted adventure - and got it. (Oct.) $1.50

First Steps In Reading

Andersen, Hans Christian — THE LITTLE MERMAID — Holiday House

And - says Holiday House, this is the time when a taste for the exquisite in books should be fostered. So they add to their list that favorite of fairy tales, The Little Mermaid, with a quite perfect type face, beautifully balanced pages, and rather too precieuse decorative drawings by Pamela Bianco. A book to buy for your child's permanent library - but not a bait. (Published) $1.25

Burns, Colette M. & Kolsbun, Robert B. — THE ANIMAL FAIR — Harcourt, Brace

Delightful animal photographs, catching moods and spirit - 45 photographs in all. The text is distinctly prosy - and unnecessary. (Published) $1.25

Davis, Mary Gould — SANDY'S KINGDOM — Harcourt, Brace

*** I adored it - and can bank on just about every seven and eight and nine year old I know loving it too. It is a story of the animals around a fox farm, but particularly of two St. Bernards, a Great Dane, and the wise shepherd dog, Sandy, who kept them all in order. Illustrated by Emma Brock. (Published) $1.75

Flack, Marjorie, Dalgliesh Alice & Sickels, Evelyn Ray — LET'S READ series — Scribner

* Three small volumes, boxed. Board bindings. Illustrations with every page of text. Vocabularies keyed, quite successfully, to beginning readers. And content of enough story interest to carry along. The books seem expensive, but sold as a unit they look intriguing. The difficulty of finding thoroughly satisfactory material in the glorified primer class makes them important. (Published) $2.00

James, Will — YOUNG COWBOY — Scribner

** Well selected, well edited material from other sources, Big Enough and Sun Up, making a unified picture-story-reading book for beginners and the next step up.

Sell to the youngsters who have not quite grown up to the other Will James books, and who revel in the Sanford Tousey books. (October) $1.50

Kunhardt, Dorothy LITTLE ONES Viking

* An exquisite book, but one that should be introduced to young readers by a sympathetic elder, someone who will love the word pictures and the cadences of word patterns in the brief "stories" of baby animals. Once properly launched, it should be the child's own. Lithographs in soft blacks and grays and in two colors by Kurt Wiese. Not a book for everyone. It's too fine. (October) $2.00

Lattimore, Eleanor Frances THE LOST LEOPARD Harcourt, Brace

* An English story, this time, by the author of Little Pear - and it has the same friendly quality in the text. The story of a small boy who loses a toy leopard in Kensington Gardens, and finds adventure in the search. Good story for first and second year readers. Poor format, narrow margins, etc. (Published) $2.00

Sowers, Phyllis Ayer THE LOTUS MARK Macmillan

Mrs. Sowers is singularly successful in conveying the feel of a country and the sense of real boys and girls living real lives. She tells here of a Siamese boy, a foundling, who through chance service to his prince solves the mystery of his birth. (Published) $1.75

St. Clair, Mabelle Halleck SAMMY THE BABY SEAL Harcourt, Brace

* Here's a candidate for the young readers who loved the Max books - and they are legion. Two children find - and adopt - a baby seal, during the summer on Puget Sound. A sort of might-be-true story. Illustrated in line. (Published) $1.25

Untermeyer, Louis, ed. RAINBOW IN THE SKY Harcourt, Brace

** An adroitly planned - and skilfully executed - anthology for younger children, to precede This Singing World. Plenty of very first rhymes, as teasers - nursery jingles, counting rhymes, game verses - the full text, where most of us know only first verses and chorus. Old material and new. And then, tucked in, all sorts of delightful poetry which leads the child up and up. Excellent format - pictures by Reginald Birch - good type-margins - layout. (October) $3.00

Story Books for the Nine to Twelves

Brown, Paul PIPER'S PONY Scribner

** He has done it again, this man whose Crazy Quilt was one of last year's juvenile successes. Just the book for the child who has a pony - and even more for the child who has always wanted one. Text and pictures by Paul Brown. (October) $2.00

Gall, Alice Crew & Fleming FLAT TAIL Oxford

A story of a young beaver, based on actual scientific fact of young beaverhood, from his first venture out into the world after the forest fire, to his mating and planning a lodge of his own. (October) $1.50

Helme, Eleanor MAYFLY Scribner

Mayfly is a grey pony, owned by Tony. In the course of the story, there is much valuable information on care and treatment of horses. Illustrated by Lionel Edwards. (October) $2.00

Pearson, M. W. & Bullis, Franklin H. — INJUNS COMING! — Scribner

Story drawn from authentic material in Franklin Bullis' own Minnesota boyhood. Now and again one misses the beat of the story in the ring back to memory, but on the whole it is well done. Paints an exciting, adventurous picture of pioneering, quite in the old vein. Again a book that is given a somewhat cheapened look by narrow margins. (October) $2.00

Singer, Caroline & Baldridge, Roy — BOOMBA LIVES IN AFRICA — Holiday House

A beautiful piece of book-making - type, paper, printing, illustrations, all quite perfect. The story is a bit mature - not keyed to catch the attention of the age boy and girl for whom it is planned. (Published) $1.75

Trew, Cecil — ASIDO — Scribner

* Another pony story, of Asido, half bronch, half Kentucky breed. The setting is the High Sierras and the Yosemite. Grand adventure and sound horse knowledge as well. $2.50

NOTE: See pages 328 and 329 of the September 15th special supplement on sporting books for a suggestion as to how to get double sale on these three Scribner sporting juveniles. Also fuller data about the books themselves.

Fact Books for the Nine to Twelves

Lent, Henry B. — GRINDSTONE FARM — Macmillan

Facts about a modern dairy farm, well knit together in an account of a summer spent by two boys working on a farm. The frame is obvious, but the content is first rate - and good background material. Line drawings. (Published) $1.75

Pryor, Wm. C. & Helen S. — THE GLASS BOOK & THE STEEL BOOK — Harcourt, Brace

Bill and Martha were the two children who visited the airport and who were featured in some of Mr. Pryor's other fact books. This time he has succeeded in keeping the rather patronizing tone out, and has given straight fact. In the "glass" book each step of the process is interestingly presented, and some simple home laboratory work suggested. The "steel" book takes the making of steel from the ore pits to the finished product. Many fine photographs in both volumes, though unfortunately some are obscured by dark reproduction. (Published) each, $1.00

For the Twelve to Fifteens - FICTION

Masefield, John — BOX OF DELIGHTS — Macmillan

Kay Harker, hero of The Midnight Folk is again the hero - and, if you set up any precedents on that book, this is a natural follow through. If not - the story stands alone, and the market is that of The Phoenix and the Carpet and other fantasy - adventure tales. The villains of the tale are an underworld gang with no scruples and magic powers. Fortunately the surprise box does its bit. Judith Masefield, daughter of the author, is the illustrator. (October) $2.50

Seaman, Augusta Huiell — THE FIGUREHEAD OF THE FOLLY — Doubleday, Doran

Another mystery story - this time set in a summer boarding house, and solved by two girls and a boy. Mrs. Seaman has a formula - and her audience. (October) $1.75

Fact Books for the Twelve to Fifteens

Bailey, Carolyn Sherwin CHILDREN OF THE HANDCRAFTS Viking

*** One of the outstanding books of the year, even cross sectioning all age groups and all types of books. It should live, not only for the valuable information contained therein, but because each story is, in itself, good reading, and because there is an inspirational quality in the whole. Stories based on authentic material drawn from letters, diaries, old records, and dealing with children who played their part in building a culture and civilization in a new land. There are familiar names, - Paul Revere, Duncan Phyfe, Henry Thoreau; there are newcomers, Betsy, who must needs have a gay new bonnet and found a way to make one; whittling Johnny, who made his hobby his life work; the timid little Pennsylvania Dutch girl whose coverlet won her a place among the neighbors. An important book - a delightful book. Charmingly illustrated by Grace Paull. Junior Literary Guild for December. (October) $2.00

Announcing

THE NEW CHAMPLIN CYCLOPEDIA FOR YOUNG FOLKS Holt

Now complete and up-to-date. Volume V, Science and Invention, has been added; Volume I (Persons) and Volume II (Places and Events) have been reset and brought up to date. Careful study of the various reference books for boys and girls always gives high place to this encyclopedia, but it has needed revision for some time. Prices as follows: Vol. I-II -$5.00 ea; III-IV - $6.00 ea; V - $7.50

Hamilton, Edwin T. TIN CAN CRAFT Dodd, Mead

There certainly need never be another book on tin can craft, unless it be a book of new designs ten years from now. This starts with the history of canning and can-making - goes on to the question of equipment and utensils - then analyzes the processes step by step - then a whole section of photographic analysis - finally concrete application. For the boy seriously interested in the subject - certainly not for one who considers it a casual fad. (October) $3.50

Langdon-Davies, John RADIO Dodd, Mead

Here's a follow-up on Inside the Atom - for the same audience, the boy or girl sincerely interested in the whys and wherefores back of modern magic. The history of discovery - glimpses here and there of the men back of it all - the scientific physical facts which made radio possible. As in the other book, he suggests a great many practical home experiments. He has a faculty of dramatizing exceedingly difficult material. Illustrated. (October) $2.50

Reed, W. Maxwell THE SEA FOR SAM Harcourt, Brace

Not as popular in approach as the earlier books, but a good third, for the boy or girl who has the foundation and background of the other two will find this fascinating. The first half goes into the geological history back of the formation of the seas and the evolution of life. The middle section, dealing with sea life, is by Wilfred Bronson. The last part goes into tides, currents, composition chemically, etc. Photographes and drawings by Bronson. (October) $3.00

The Prize Song:

Weber, Henriette - STORIES OF FAMOUS OPERAS Oxford

Gives background, setting, explanation of local customs which put richer meaning into the content, describes the story as it unfolds on the operatic stage, with themes introducing the characters. The Mastersingers, Madame Butterfly, Carmen,

Faust, Il Trovatore, Lohengrin, Aida, La Boheme, Tristan and Isolde, Rigoletto, The Barber of Seville, The Rhinegold, The Valkyrie, Siegfried, Gotterdammerung;- these are the operas selected for presentation. The book is needed. There has been very little along this line since the outmoded Chapin books. (October) $3.00

Fifteen and Up - FICTION

Coryell, Hubert INDIAN BROTHER Harcourt, Brace

A story based on fact. The period is 1713 - the setting the newly opened territory which became the state of Maine. The details of Indian life have a note of authenticity, which lends to the ultimate values of a good adventure tale of capture and escape. (Published). $2.00

Kahmann, Chesley TARA: Daughter of the Gypsies Smith & Haas

* The first gypsy story I have read which sounds as if the material came first hand. A modern gypsy tale - of a girl and her grandmother, who succeeded in combining a fierce loyalty to their racial traditions with a graceful, and rather amusing acceptance of the modern world. Good characterization. (November) $2.00

Smith, S. S. THE CAVE MYSTERY Harcourt, Brace

Not so good as The Lapp Mystery. A story of two Spanish boys who stumble on suggestions of prehistoric relic and a mystery of a secret cave. (Published) $2.00

Snedeker, Caroline Dale UNCHARTED WAYS Doubleday, Doran

*** Unusual story, absorbing reading and tapping very fresh material - the persecution of the Quakers in New England. The story is based on fact and the central character is drawn from the character of a Quaker woman who finally died for the faith (here the story diverges). Caroline Snedeker has built up a loyal audience. This should increase it substantially. Illustrated. (October) 75 $2.00

Sterne, Emma Gelders DRUMS OF MONMOUTH Dodd, Mead

* Mrs. Sterne is one of the most successful blenders of history and fiction and has not failed us in this story of the province of Jersey, strongly Tory in sympathy, and of the little band of workers for liberty in and around Princetown (as it was then called). There is more of history and less of story than in Amarantha Gay, M.D. and The Calico Ball. The central character is young Philip Freneau, little known poet of the Revolution. (October) $2.50

Williamson, Thames THE LOBSTER WAR Lothrop, Lee & Shepard

Maine and the lobster industry form the background for this mystery of the coast line. Good yarn, and new factual data. (November) $2.00

Note: Thomas Nelson is handling the distribution of L.L. & S. line.

Fifteen and Up - NON-FICTION

Eaton, Jeanette BEHIND THE SHOW WINDOW Harcourt, Brace

*** Here is - between the covers of one book - basic industrial material of social import that should be a "must book" for every thoughtful boy and girl of high school age (and for most adults). Through a sound basic knowledge of the development and ramifications of the industries which provide us with our needs, we should be able

to insist on higher standards, and to know what we want and why. This tells the story back of milk, canned goods, farm products, textiles, fabrics, electric lighting fixtures, automobiles and many other things, related and involved. Interestingly told - a challenge to the buyer. Good format. (October) $2.50

Ellsworth, Lincoln EXPLORING TODAY Dodd, Mead

* Proof that exploring is today's adventure as it was yesterday's - that there are still vast fields to cover opened by science - through aviation, archeology, undersea equipment. A good deal of the material is taken from the writings of present day explorers, Roy Chapman Andrews, Will Beebee and others. Good adventure - inspirational quality for vocational reading. (Late October) $1.50

Peck, Anne Merriman & Johnson, Enid YOUNG AMERICANS FROM MANY LANDS Whitman

A young Portuguese boy on Cape Cod, a little Chinese girl in California, a Mexican brother and sister in New Mexico, a boy of Swedish extraction in the Mid-West, an Italian girl in a city slums, a Jewish boy in the Ghetto, a gypsy girl in country and city,a French girl in La. - cross sectioning the vast ramifications of foreign influences, traditions, customs, paralleling the process of Americanization. Good background material, in fictionized form. Illustrated with line drawings by Anne Peck. (November) $2.00

Pierce, Beatrice IT'S MORE FUN WHEN YOU KNOW THE RULES Farrar & Rinehart

Good straightforward answers to the questions young people are bound to find on every side in regard to etiquette, good manners and good form. The presentation is not particularly inspired nor particularly original, but the problems that are uppermost are met. Does not go into problems of character as much as the Woodward book, reported below. Most of the material appeared in The American Girl and proved its popularity. (Late October) $1.75

Woodward, Elizabeth PERSONALITY PREFERRED Harper

Not as all round a book as the Pierce one, but spans the gap between straight etiquette books and the ultra sophistication of No Nice Girl Swears. This text has a bit more dash. The emphasis is on problems of behavior from the angle of personality and character, rather than simply etiquette. Some practical information as to hows and whys (invitations, answers, etc.) - but not enough. A good deal of space given to party games - a distinct asset. The author runs the sub deb page in the Ladies' Home Journal - and has tappe her experience here. (~~October~~) 11-12 $1.50

Stevens, William O. THE RIGHT THING Dodd, Mead

This is another slant again - and a book intended for boys. The ethics of the thing - to some extent the morals - basic standards and ideals - conservative but convincing. A book to give the boy who wants leads, but is, for the moment, satisfied with rather broad principles, along wholesome lines. (October) $1.50

Steffins, Lincoln BOY ON HORSEBACK Harcourt, Brace

The first part of Lincoln Steffins autobiography makes ideal reading for boys of twelve and up, and should lead to the complete book. This takes him through his childhood, his yearning for a pony finally gratified, his school days, friends, and up to his break into the newspaper game. Good reading. (Published) $2.00

Tschiffely, A. F. A TALE OF TWO HORSES Simon & Schuster

I read and loved Tschiffely's Ride and was sceptical about the same background material being reworked - successfully - into the story as told by the horses themselves. But he has succeeded, and as the horses alternate in telling the story of their amazing trip up through South America, Central America and on to Washington, D.C., one gets not only the distinctive temperaments of the horses themselves, but of their owner - and the people they met - and the countries they passed through. Good yarn, original in the telling. (November) 4 ~~$1.75~~ 2.00

Adult Books for Older Boys and Girls

Fiction

				Page
Bagnold, Enid	NATIONAL VELVET	Morrow	$2.50	63
Chambers, R. W.	LOVE AND THE LIEUTENANT	Appleton	2.50	105
Clayton, J.	DEW IN APRIL	Kendall	3.00	40
David, Bob	TREE TOAD	Stokes	2.00	257
Fischer, Marjorie	STREET FAIR	Smith & Haas	2.00	155
Fitzgerald, F. Scott	TAPS AT REVEILLE	Scribner	2.50	107
Gray, C. W. editor	HORSES, DOGS AND MEN	Holt	2.50	103
Jordan, E.	DADDY AND I	Appleton	2.00	67
Kantor, MacKinlay	THE VOICE OF BUGLE ANN	Coward, McCann	1.25	200
Lane, Rose Wilder	OLD HOME TOWN	Longmans, Green	2.00	256
Means, Florence	PENNY FOR LUCK	Houghton	2.00	199
Montgomery, L. M.	MISTRESS PAT	Stokes	2.00	258
Morrow, Honore	GREAT CAPTAIN	Morrow	2.50	257
Safford, H. B.	THE BENNINGTON MOB	Messner	2.00	37
Stong, Phil	THE FARMER IN THE DELL	Harcourt	2.00	161
Thirkell, Angela	THE DEMON IN THE HOUSE	Smith & Haas	2.00	24
Webb, Barbara	ALETTA LAIRD	Doubleday	2.00	24
Wodehouse, P. G.	ENTER PSMITH	Macmillan	2.00	225
Wren, P. C.	THE DESERT HERITAGE	Houghton	2.00	251

Non - Fiction

Bennett, Estelline	OLD DEADWOOD DAYS	Scribner	2.50	46
Bernhard, Hubert	HANDBOOK OF THE HEAVENS	Whittlesey	1.00	99
Blake, Forrester	RIDING THE MUSTANG TRAIL	Scribner	2.50	47
Boulanger, E. G.	INFANTS OF THE ZOO	Dutton	2.50	94
Buck, Frank	FANG AND CLAW	Simon & Schuster	2.50	110
Day, C. L.	SAILOR'S KNOTS	Dodd, Mead	3.50	48
Harlow & Enslow	SCHOOLHOUSE IN THE FOOTHILLS	S. & S.	2.00	179
Hegner, Robert	PARADE OF THE ANIMAL KINGDOM	Macmillan	5.00	289
Lindbergh, Anne	NORTH TO THE ORIENT	Harcourt	1.50	224
Outhwaite, L.	UNROLLING THE MAP	Reynal & Hitchcock	3.75	78
Walter & Olsen	RACING THE SEAS	Farrar	2.50	168
Webb, Walter P.	THE TEXAS RANGERS	Houghton	5.00	267

Announcing Holiday Edition of

Dickens, Charles THE CHRISTMAS CAROL Dodd, Mead

The famous Christmas story of all time is to be published in a holiday edition with four full color illustrations by H. M. Brock. Large format. Attractive binding. (Late October) $1.00

BULLETIN FROM

The New York Office 405 East 54th Street, New York

To our subscribers:

Plans are on foot for the coming year, and we should appreciate it if you could pause for a few moments and give us your answers to a few questions, which may help us increase the value of the service for you.

1) New key index sheets are in preparation. Unless we hear to the contrary, we shall assume that your present set up, whether author, publisher, or both, is to be continued.

2) Do you find the supplements on special departments valuable? One client wrote that he had already done a substantial plus business on sporting books through mail orders in advance of publication. We are adding another supplement, to appear twice a year, on foreign books - a selected list for the shop that wishes to be able to give adequate service to special customers. This will appear in the November 15th issue. Have you any suggestions for future developments in this direction?

3) A request has been made that a counter or window poster, or a window sticker be made, to be used only by shops serviced by The New York Office, in order to give them the "cordon bleu" of a special service for their customers. Does this idea appeal to you? If so what form would you like to have it take?

4) I should appreciate some word from you as to the extent to which the service is used in your shop. Whether by the buyer only? Or by the buyer and the staff? Is your folder available for special customers? Do you find it helpful in answering customers' questions about forthcoming books?

5) Wherein do you feel the service needs change or improvement? We appreciate the fact that forehandedness is imperative, and we do our best. A word from you now and again to the travelers, in commendation of the service and the importance of publisher cooperation, will strengthen our hand.

6) Any comments - constructive ones, we hope; any criticisms, suggestions or new ideas, gratefully received.

Please use this sheet, front and back, for your answers. Thank you.